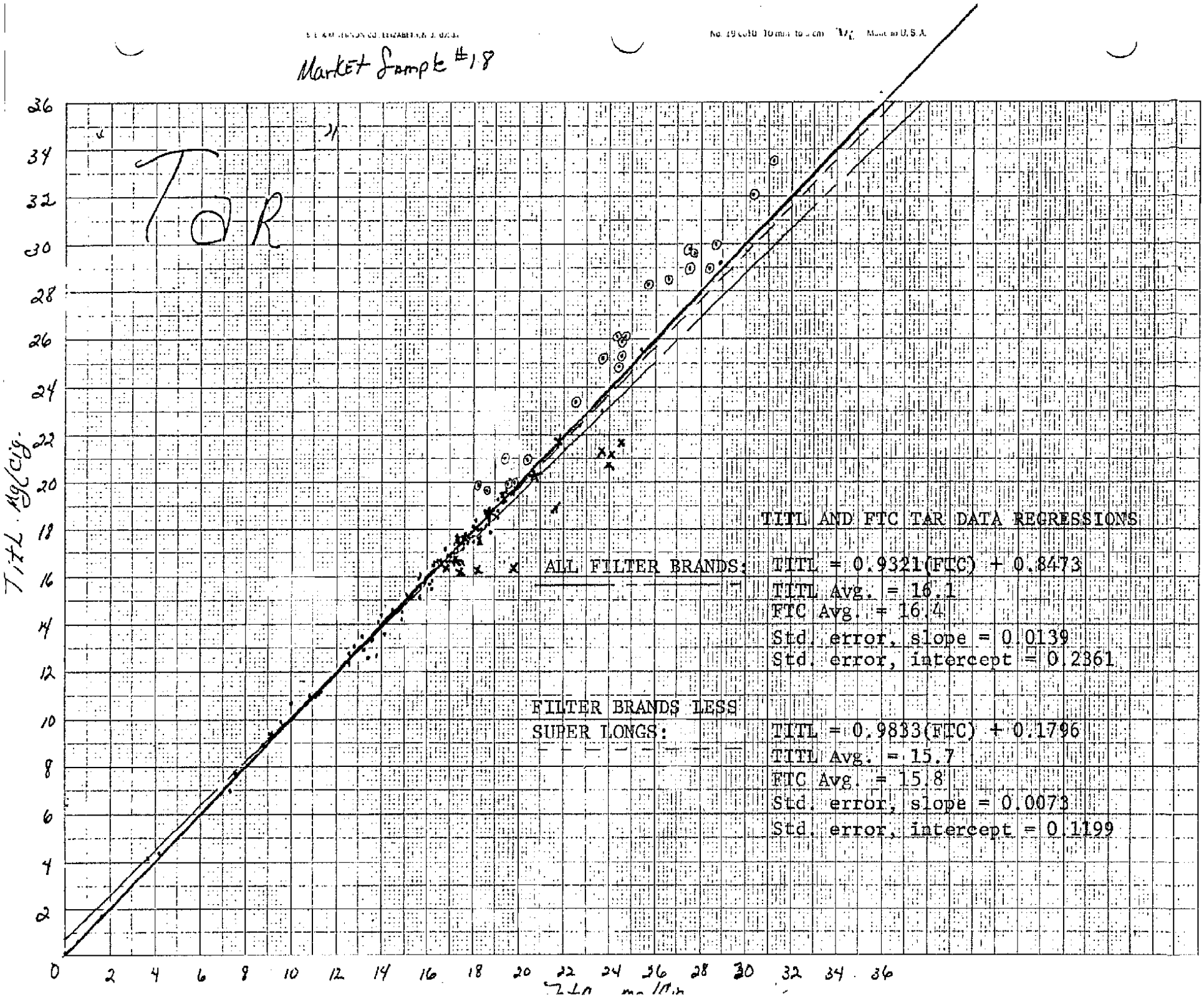
Market Sample #18


TAR
TITL. MG/CIG.
TITL AND FTC TAR DATA REGRESSIONS
ALL FILTER BRANDS:
TITL = 0.9321(FTC) + 0.8473
TITL Avg. = 16.1
FTC Avg. = 16.4
Std. error, slope = 0.0139
Std. error, intercept = 0.2361
FILTER BRANDS LESS SUPER LONGS:
TITL = 0.9833(FTC) + 0.1796
TITL Avg. = 15.7
FTC Avg. = 15.8
Std. error, slope = 0.0073
Std. error, intercept = 0.1199
0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36

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Source: https://www.industrydocuments.ucsf.edu/docs/fjvl0001